
Career & Educational Advisory Council

Meeting Minutes - **corrected**

September 16, 2019

CALL TO ORDER – Committee Chair, Deb Miller, called the meeting to order at 1:06 p.m. at Kalamazoo RESA, 1819 E. Milham Avenue, Kalamazoo, Michigan 49002.

MW SOUTHWEST CEAC MEMBERS PRESENT

Paul Aivars, alternate for Geisler (GOCC)
Kim Bell (Local District)
Thomas Cameron (SJCISD)
Dr. Deb Coates (KVCC)
Jill Gernaat (Parent)
Jerry Johnson (CISD)
Dr. Jan Karazim (KCC)

David Maurer (PS-Humphrey Products)
Deb Miller (KRESA)
Laura McGuire (PS-DENSO)
James Sertic (PS-Sertic Consulting)
Randy Sowles (Branch ISD)
Tim Staffen (CISD)

STAFF PRESENT

Jakki Bungart-Bibb (MWSW)

Kathy Olsen (MWSW)

OTHERS PRESENT

Amy Byers (PS-Thornapple C.U.)
Tracey Corbett (KVCC)
Ed Domke (Hastings Area Schools)
Diane Fort (KRESA EFE)
Ashley Fueri (PS-Thornapple C.U.)
Michael Goldin (GOCC)
Rey Guzman (TIA/WDA)

Patti Henning (KVCC)
Amy Jensen (PS-ProMedica Coldwater Regional Hospital)
Leonidas Murembya (DTMB)
Michael Pignataro (PS-corePHP)
Susan Sobeske (BACC)
Mikki Spagnoli (Lewis-Cass ISD)

MW SOUTHWEST CEAC MEMBERS ABSENT

Morris Applebey (Labor-Kalamazoo Electrical JATC)
James Brylowski / Michael Corliss, alternate
(Labor-SW MI Building Trades)
Irene Elksnis Geisler (GOCC)

Denny Hunt (Educator)
Jason Luke (SW MI STEM)
Windy Rea (Job Corps)
Ken Willcutt (Labor-Plumbers, Pipefitters, HVACR)

INTRODUCTIONS/ANNOUNCEMENTS

Individuals present introduced themselves and the agency they represented.

MINUTES

Motion made by Tim Staffen and supported by Paul Aivars to approve the Michigan Works! Southwest Career Educational Advisory Council (CEAC) March 25, 2019 meeting minutes. Motion carried.

CEAC MEMBERSHIP UPDATE

The current roster for the Michigan Works! Southwest CEAC was shared with attendees. Kathy Olsen requested that members review their contact information and note any changes on the routed copy.

Kathy Olsen reported the CEAC previously recommended nominations for the education representatives that serve on the Michigan Works! Southwest Workforce Development Board. She reported current education representatives are Kris Jenkins, Branch Intermediate School District; Randy Sowles, alternate for Ms. Jenkins; and Mark O'Connell, President Kellogg Community College.

It was noted that the post-secondary representative, Mark O'Connell would be retiring at the end of 2019 and perhaps the vacancy could be filled with his replacement or one of the other college presidents in the Michigan Works! Southwest area.

The consensus of members present was to recommend the continued appointment of Kris Jenkins, with Randy Sowles as her alternate as an education representative on the Michigan Works! Southwest Workforce Development Board.

PRESENTATION: COMPREHENSIVE LOCAL NEEDS ASSESSMENT – LABOR MARKET INFORMATION

Deb Miller reported Perkins V Reauthorization requires a Comprehensive Local Needs Assessment (CLNA). She explained that the purpose of the CLNA is to assist K-12 and community colleges with the alignment of Career Technical Education (CTE) programs and in determining how the funds will be spent. Dr. Leonidas Murembya from the State of Michigan's Department of Technology, Management and Budget, Bureau of Labor Market Information and Strategic Initiatives presented LMI data for Southwest Michigan. Using the crosswalk for the Classification of Instruction Programs (CIP) to Standard Occupational Classification (SOC) codes, for both the secondary and post-secondary levels, Dr. Murembya provided information to help start the community conversation related to their Perkins V Strategic Plans. For each category he provided regional data on careers by employment size, annual openings and wages; CTE occupations of concern; and in-demand occupations not currently covered by secondary and/or post-secondary education in Southwest Michigan. Members discussed the data presented and additional feedback from the employer representatives in attendance was provided. It was noted that an industry could be declining locally, yet it could be growing immensely elsewhere and thus training would be justified. It was also noted that an industry may not have projected growth; however, it may have high levels of annual openings due to other factors such as actual and projected retirements. One person representing an IT company indicated the on-the-job training for interns at the company he represents is quite different than what is taught in the schools. Manufacturing employers present at the meeting indicated they are hiring for occupations not listed in the data. In summarizing the observations noted, the continuation of CTE programs not included in the data can be justified by listing reasons other than the LMI data provided in the presentation.

The next steps for the Perkins V planning will be to share the LMI information with advisory boards and other business groups during the month of October, gather additional feedback, and summarize the information for the next CEAC meeting which is scheduled for November 4, 2019.

Deb Miller reported the Perkins V application **Comprehensive Local Needs Assessment (CLNA)** is due bi-annually with the first one due in December 2019.

Following the meeting, an updated presentation along with supporting documents was provided by Dr. Murembya and the information was emailed to CEAC members and guests.

PREPARING FOR THE FUTURE – INNOVATIVE PROJECTS

Sarah Kerry, Community Engagement Specialist at Goodwill Industries of Central Michigan's Heartland, provided a presentation on the Battle Creek Central High School Career Academies. She reported the career academies are small learning communities within a school where traditional coursework is integrated with work-based learning. The curriculum includes career exploration, soft-skills training and hands-on experiences. The vision is that every student enrolled in an Academy will graduate career, college and community ready. She reviewed the timeline for the development of the career academies that began with an envisioning and framing session in November 2018. This was followed by master planning sessions in December 2018 and January 2019 and the master plan was accepted and approved by Ford Next Generation Learning (NGL) in May 2019. The official designation day and recruitment occurred in July and August 2019. The Academy of Business, Engineering and Industrial Technology includes four pathways: Information Technology, Finance, Business and Engineering & Skilled Trades. The Academy of Health and Human Services includes pathways for Nursing, Health care, Public Safety and Education. The curriculum includes the Michigan Merit Curriculum through the lens of their chosen Academy pathway, specific elective courses chosen by each student and opportunity to earn either college credit and/or an industry recognized credential. Ms. Kerry also reported on the various pathway experiences for each grade level - freshman through senior. She concluded the presentation discussing Academy partnerships, how an organization can get involved and the various levels of commitment. A list of current partners was provided, and it was noted that the list continues to grow as new partners commit. Copies of the brochure for the Battle Creek Central High School Career Academies were distributed at the meeting. Additional information is available at <https://www.battlecreekpublicschools.org/bcchs/careeracademies/>.

CEAC METRICS

Kathy Olsen reported the Michigan Department of Labor and Economic Opportunity – Workforce Development (LEO-WD) will continue to require the reporting of CEAC metrics that includes the number of new registered apprenticeships and the number of career exploration events. She requested that members continue to report the career exploration events to her on a monthly basis.

FUTURE MEETINGS

Deb Miller reported the November 4, 2019 CEAC meeting will be used to report on the community conversations regarding the LMI data and the Perkins V application–**Comprehensive Local Needs Assessment (CLNA)**. Members were requested to submit additional topics for the 2020 CEAC meetings.

MEMBER UPDATES

Kalamazoo Valley Community College (KVCC) – Dr. Deb Coates distributed flyers promoting the Skilled Trades Expo scheduled for Thursday, October 3, 2019 from 4:00- 7:00 p.m. at the KVCC Advanced Technology Center.

Adult Education – Jerry Johnson reported he would email an update on Adult Education He requested that CEAC staff email the report to members and include the information in the meeting minutes.

The information reported is as follows:

Branch Intermediate School District (ISD) applied and was selected to be an approved provider of adult education in Branch County. This was the result of a Request for Proposal (RFP) that was facilitated in

the Prosperity Region to secure a provider to replace Coldwater Schools following the district's decision to not continuing as a provider of services. Applications are now in process for the 2019-2020 program year and the state budget timeline has slowed some aspects of the process.

There are some exciting program expansions occurring and one in particular is exciting. Battle Creek Public Schools has opened a new program location in partnership with the area industrial complex and the linkage of the services at a location that is adjacent to the workplace has been an extremely positive development.

The regional providers will meet next on September 30, 2019 and will engage in the first of several planned professional development sessions - Recruitment and Retention, and Marketing & Program Promotion. This demonstrates our regional work moving beyond system and management issues to program improvement.

PUBLIC COMMENTS

There will be millages on the November ballots to support Career Technical Education (CTE) in Kalamazoo and St. Joseph Counties.

UPCOMING EVENTS / ANNOUNCEMENTS

- MiCareerQuest Southwest – Tues & Wed, Oct 29-30, 2019 at the Kalamazoo Expo Center.
- Workforce Development Board meeting for Michigan Works! Southwest – Friday, November 8, 2019 from 8:00-9:30 a.m. at the W.E. Upjohn Institute, 3000 S Westnedge Ave, Kalamazoo, Michigan.

NEXT MEETING

The next meeting of the Michigan Works! Southwest CEAC is scheduled for Monday, November 4, 2019 from 1:00-3:00 p.m. at Kalamazoo RESA.

ADJOURNMENT

With no further business to conduct, the meeting was adjourned at 3:13 p.m.

Respectfully submitted,

Kathy Olsen, CEAC staff support

Deb Miller, Chair CEAC